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PIONEER

Hybrids



for

1944

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U.S. Department of Agriculture

PIONEER

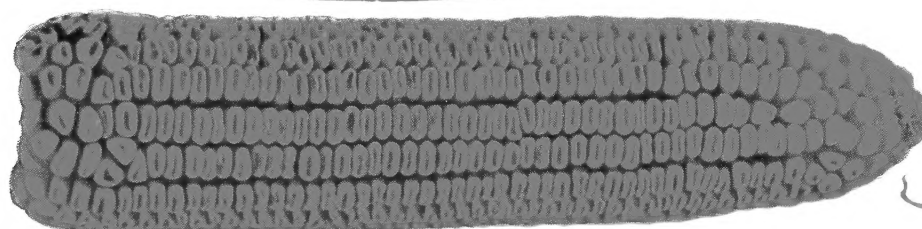
Hybrids for NORTHERN CORN BELT

353-A

Maturity Adapted to Southern Minnesota

HIGH YIELDING AND TOP QUALITY

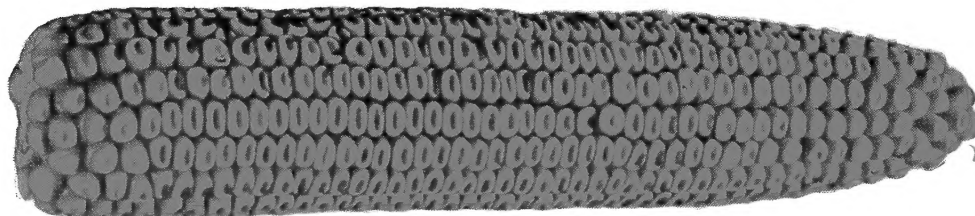
A real profit maker producing large, attractive ears that pack lots of weight. Has very deep, medium-soft starch kernels and small, quick drying cobs. Gives you extra high yields, adapted maturity, and strong resistance to lodging, ear dropping, and drought. Looks attractive in the field. Picks well either by machine or by hand. Shells very little in the field when picked by machine. A profitable hybrid to raise for feeding or for cash grain.



Same
Maturity
as 353-A

353 THICK, CHUNKY EARS

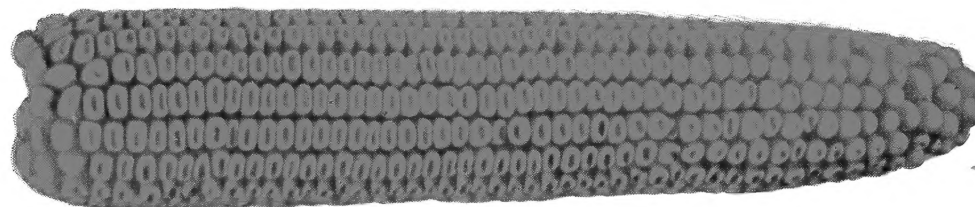
A high yielding hybrid made to order for fattening your hogs and cattle. Yields thick, chunky ears laden with very deep, medium-soft starch kernels. Has small, fast drying cobs. Gives highest yields of sound corn and usually stands up better than any other hybrid planted along side it. Mechanical pickers leave some husks on the ears but leave practically no ears or shattered corn on the ground.



1 or 2
Days
Earlier
Than
353-A

373 LONG EARS

Walk into an average field of 373 and large, attractive ears greet your eyes. Break an ear in two—deep, sound kernels line the cob and the grain has medium-soft texture, so important in good feeding corn. Husks easy by hand and picks clean by machine. Subject to some stalk breaking in late fall when planted on high nitrogen content soils.



5 or 6
Days
Earlier
Than
353-A

355 TIME PROVEN HYBRID

This time proven favorite yields big, dependable crops and fills your crib with ripe ears. A profitable corn to feed. Markets at top grade. Seals without delay. Usually overruns measured cribs 5 to 15% when shelled. Performs well on alkali and peat soils. May smut some under drought conditions. Develops long shanks on high nitrogen content soil.



5 or 6
Days
Earlier
Than
353-A

Other Early Pioneer Hybrids 359, 367, 324

See records and characteristics of above hybrids on back pages of this folder. Pioneer 359 is a promising new hybrid.

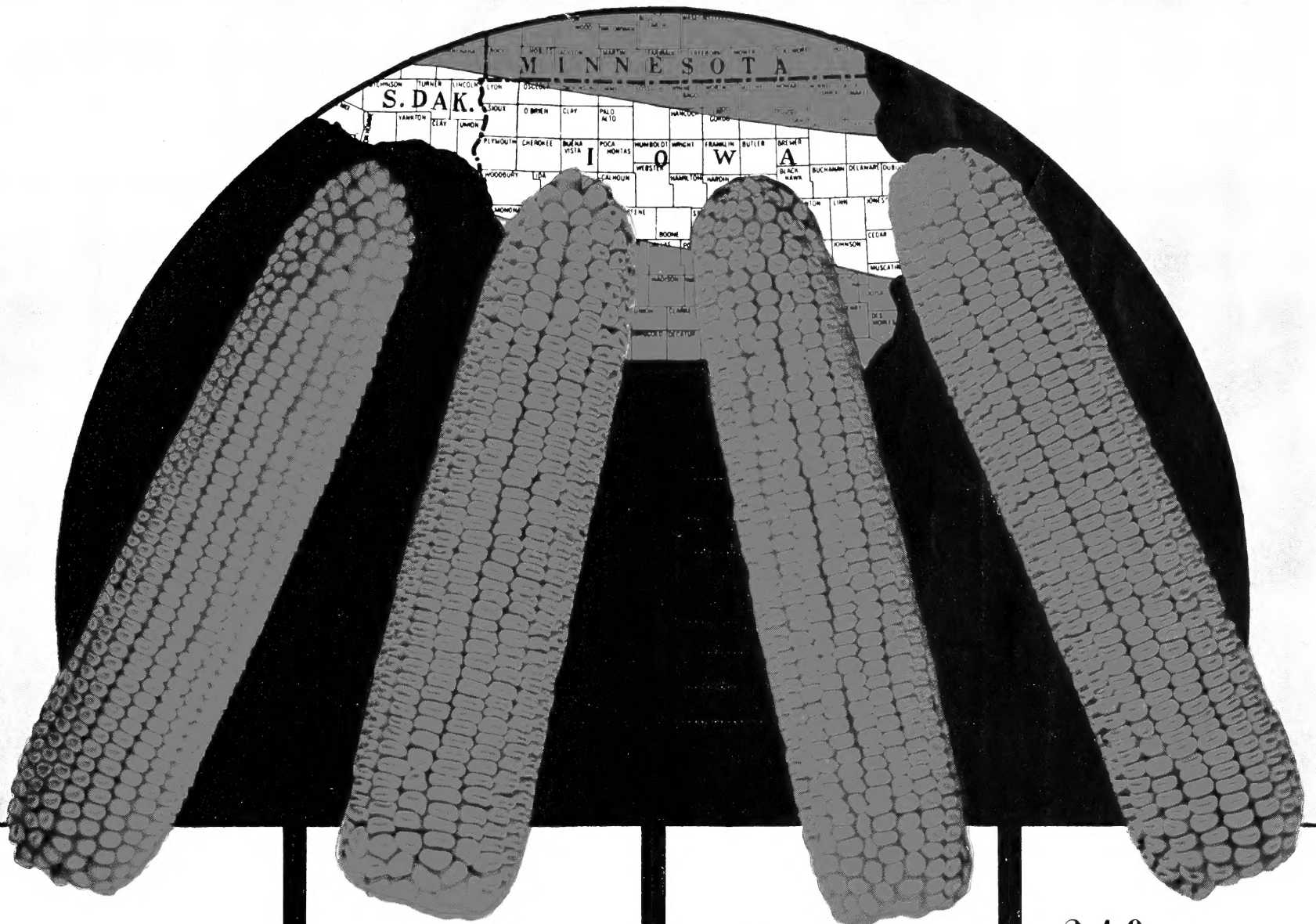
358

GOOD FEEDING CORN

Very desirable for livestock feeding. Produces soft starch grain texture that hogs and cattle relish. Yields cylinder shaped, rugged ears heavy with ripe quality grain. Ears measure nearly as big around at the tip as they do at the butt. They hang at an even height on short stalks—are handy to grasp for fast picking. Produces abundant yields of sound corn.

PIONEER *Hybrids for*

NORTHERN and NORTH CENTRAL CORN BELT



322 2 or 3 Days Earlier
Than 330

PICKS CLEAN BY MACHINE

A dependable general purpose corn. Usually produces even higher yields than growers expect. Ears contain medium soft starch deep kernels, small quick drying cobs. Feeders like 322. Generally overruns measured cribs around 10 per cent when shelled. Produces plenty of fodder and resists ear dropping well. Husks easy by hand and picks clean all day with machine.

341 2 or 3 Days Earlier
Than 330

SIMILAR TO 330

You will like the soft starch texture of this hybrid for feeding hogs and cattle. Its breeding is similar to Pioneer 330, but matures 3 or 4 days earlier. Yields rough, deep kernel ears that shell out well. Produces clean looking, good quality, cylinder shaped ears. Develops strong roots and very stiff stalks. Ears hang even and low on the stalks. Should be planted on fertile soil.

330 Maturity Adapted to
North Central Iowa

UNIFORM AND DEPENDABLE

One of the most popular hybrids produced. Put this rough eared, soft starch hybrid in the same feedlot with most any other corn and your livestock will eat it first. Ears grow extremely uniform in type and size. Harvests easily by hand or machine. Very high yielding with unusually strong roots. Very stiff stalked in the fall, but may stalk break some in mid-summer.

340 Same Maturity
As 330

EXTRA HIGH YIELDER

A hybrid that produces extra heavy yields of grain—gives extra profit, adds pleasure to corn growing. Usually outyields most any other corn in its maturity range in Pioneer tests — and stands up through windstorms when many hybrids uproot or stalkbreak. The sturdy stalks bear long, good quality ears with fairly rough, medium soft starch kernels. Yields a heavy tonnage of dark green foliage.

PLACE YOUR ORDER FOR 1944 NOW

Your local Pioneer representative, like all others, must limit his automobile driving. He cannot visit you and his other customers as freely as he did in past years. In fact, he may not be able to visit you at all before the particular hybrids and kernel size you desire to plant in 1944 sell out. Your local Pioneer representative will appreciate it if you place an order for Pioneer now which will reserve your choice of seed for you.

PIONEER

Hybrids for

CENTRAL AND SOUTHERN IOWA

334

Week Earlier Than 300

LARGE APPEALING EARS

A high yielding, attractive looking corn that brings you both profit and pleasure. Excellent types of corn for feeding or marketing. Produces an appealing, rugged looking ear having medium-soft starch grain of high quality. Usually produces one large ear per stalk. Resists ear dropping. Hand huskers say it picks well, and farmers using mechanical pickers claim their machines gather the ears without excessive shelling or loss of ears. Has beautiful, dark green foliage.

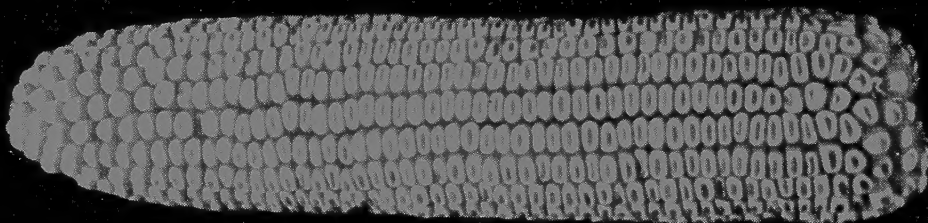
Other Pioneer Hybrids For This Section
317, 332, 331

See records and characteristics of above hybrids on the back pages of this folder. Pioneer 331 is a promising new hybrid.

333

Week Earlier Than 300
VERY STIFF STALKS

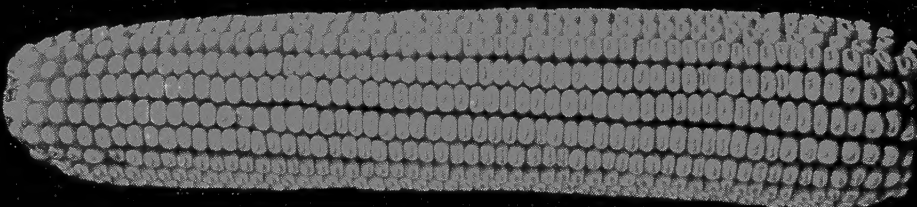
This lodging resistant hybrid usually stands up throughout the corn season like a field of soldiers "at attention." Growers like the dark green color of its foliage. Small, quick drying cobs and deep kernels give you extra corn when shelled. It excels in yield, quality of corn, and farmers in North Central and Northern Iowa praise it for silage.



307

Week Earlier Than 300
DEEP KERNELS

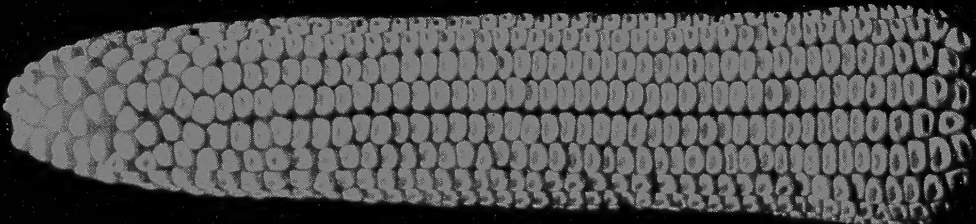
This high yielding hybrid generally overruns measured cribs from 5% to 15% when shelled—gives you extra corn, on top of its big field yield, to feed or sell. The ears have deep grain and small cobs. When picked by machine late in the season this hybrid is inclined to shell in the field and is somewhat hard to husk by hand.



336

About Same Maturity as 300
ABUNDANT YIELD

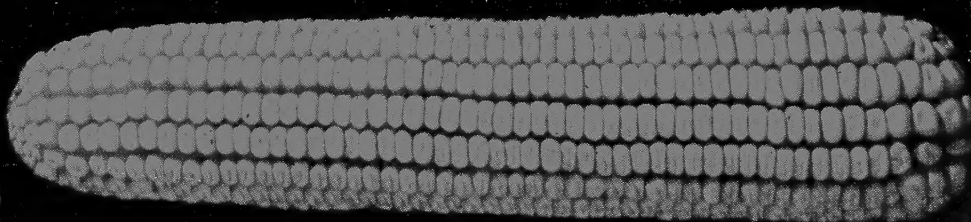
You'll find Pioneer 336 brings you both profit and pleasure. The high yielding ability of this hybrid gives you extra corn for feeding or selling. Performs well in all soil types. Its medium soft starch kernels make good feeding corn. Has dark green medium height, single eared stalks. An unusually good hybrid for hand or mechanical picking.



300

Maturity Adapted to Southern Iowa
MELLOW FEEDING CORN

The kind of corn you like to see . . . and feed. Yields big, rough dent, straight rowed, show type ears that appeal to everyone. They run uniformly large, are big around clear to the tip, are tightkerneled, and well filled out over the tip. This soft starch, deep grain, high quality corn puts quick gains on livestock . . . is very profitable to feed or sell.



PIONEER HI-BRED CORN COMPANY

First Commercial Producer of Hybrid Seed Corn



TELEPHONE 4-3245

114 11TH STREET
DES MOINES, IOWA

February 1942

SAVE DISAPPOINTMENT NEXT FALL
Get A Priority Now For 1944 Seed

"Sorry....but it's all sold out."

These disappointing words told hundreds of farmers last fall and winter that they couldn't get the Pioneer hybrids or kernel sizes they wanted for this spring's planting.

Here's an easy way for you to avoid disappointment next fall.

Simply place a conditional order now for your 1944 seed...NO DOWN PAYMENT is necessary at this time. And you can change or cancel your order next fall if you wish.

A conditional order protects your seed supply for 1944... makes more certain you get the kind and quantity you want...yet gives you the right to change the order next fall after we notify you about our 1943-44 prices.

Several very popular Pioneer varieties and kernel sizes always sell out quite early in the fall. Your first choice of seed may sell out before you get a chance to order...particularly if limited automobile driving prevents your local Pioneer representative from seeing you as early as he would like.

So make more certain of getting the Pioneer hybrids and kernel size you want in 1944 by placing a conditional order this spring.

Don't let the phrase, "Sorry...but it's all sold out," deny you the seed you want. Select your choice of hybrids from the enclosed folder. Get a priority now for your 1944 seed corn.

Conditional orders will be filled in the order received. So place your order...either through your local Pioneer representative or fill out and mail the handy blank enclosed. No stamp is necessary.

Yours for Victory,

Nelson Urban

Nelson Urban
PIONEER HI-BRED CORN COMPANY

P.S. Over 40,000 Pioneer customers placed early orders a year ago for their 1943 seed corn.



PROCESSING PLANTS IN IOWA

REINBECK DURANT MARENGO ALGONA MARSHALLTOWN JOHNSTON DOWNEY CLARION

Pioneer Replanting Agreement For 1944

Crops depend on so many conditions beyond our control that we give no warranty on our seed or on the crop it will produce, but if, because of cutworms, floods or any other reason, the stand of Pioneer corn is so poor that

the customer discs it up and replants to corn, we will furnish him, free of charge, enough Pioneer seed for such replanting. All the customer needs to do is to notify in writing the Company or its sales representative through whom the seed was purchased in time to permit inspection of the field before it is disced up.

If we have no seed of suitable maturity available for replanting, we reserve the right to furnish an equal amount of Pioneer seed free for planting the following year.

PIONEER HI-BRED CORN COMPANY
DES MOINES, IOWA



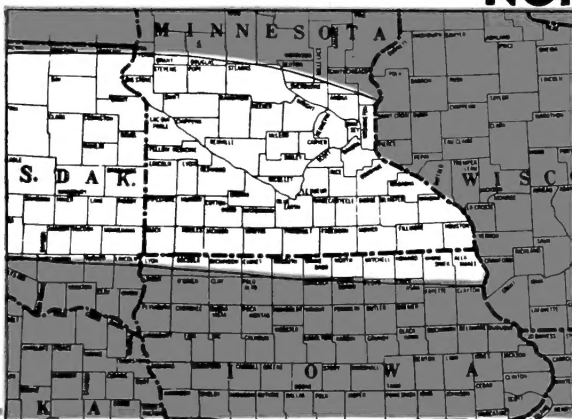


Performance Ratings of PIONEER HYBRIDS

The information below is based on long time average results in Pioneer performance tests which are carefully hand planted and replicated. Twenty hills of each entry are planted in six different locations in each field and averaged at harvest time. A number of fields are planted annually in each maturity belt and results averaged. Then results of preceding years are averaged with latest figures.

NORTHERN CORN BELT

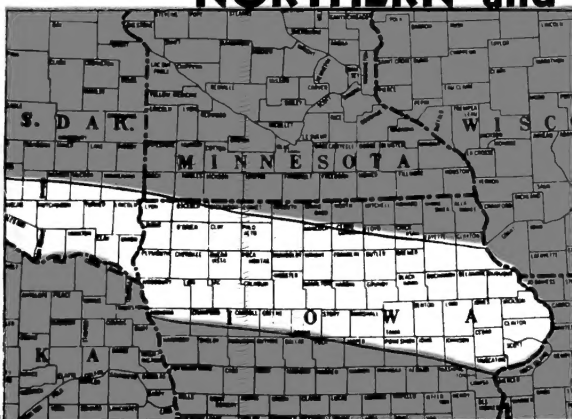
Listed According to Moisture Content



Pioneer Number	Average Yield Per Acre	Average Moisture Oct. 15	Root Lodging Resistance Grade—The Higher The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height
359	66 bu.	16.4%	85	2	.1	40 in.
355	67	17.1	72	3	.8	46
358	66	17.3	68	5	1.5	39
367	72	17.7	75	6	.5	42
373	70	17.7	74	10	.3	49
353	78	19.0	80	3	.3	52
353-A	76	19.0	80	6	1.1	55
322	76	20.8	80	10	.5	56
324	76	20.8	77	10	.8	54
341	76	20.9	81	4	.1	45

NORTHERN and NORTH CENTRAL CORN BELT

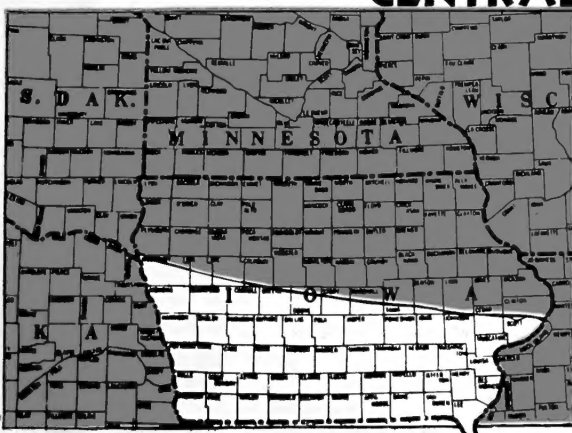
Listed According to Moisture Content



Pioneer Number	Average Yield Per Acre	Average Moisture Oct. 15	Root Lodging Resistance Grade—The Higher The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height
353-A	70 bu.	15.8%	76	4	.8	51 in.
353	72	15.9	77	2	.2	49
322	73	16.6	77	9	.5	52
324	73	16.9	74	7	.7	48
341	74	17.0	78	3	.1	42
340	76	17.4	80	3	.1	49
330	75	17.6	89	3	.7	45
331	73	17.8	74	4	.4	52
307	78	18.4	72	7	.4	57
333	77	18.4	78	2	.2	55
334	75	18.5	70	5	.6	55

CENTRAL and SOUTHERN IOWA

Listed According to Moisture Content



Pioneer Number	Average Yield Per Acre	Average Moisture Oct. 15	Root Lodging Resistance Grade—The Higher The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height
330	71 bu.	15.1%	92	1	1.4	43 in.
340	72	15.4	80	1	.2	45
331	69	15.8	80	2	.6	48
333	73	16.2	92	2	.6	50
334	73	16.2	76	4	.8	49
307	74	16.2	80	5	.6	53
317	73	16.3	80	2	.6	50
336	77	16.5	80	2	1.5	55
300	76	17.0	75	3	.5	57
332	76	18.2	82	2	.5	61

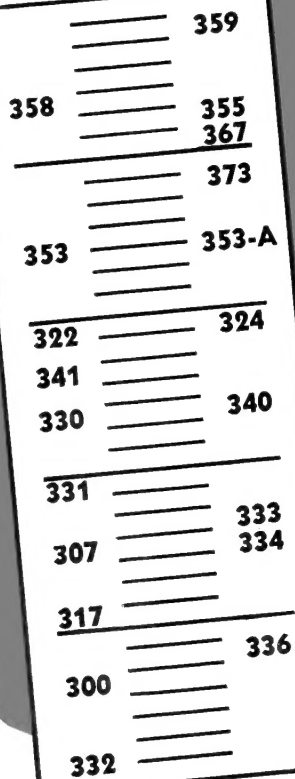
Summary of Characteristics

of PIONEER Hybrids

The characteristics of the hybrids listed below are based on comparisons with the average Pioneer hybrid—not on comparisons with the average open-pollinated or competitive corns. For instance, where a hybrid rates "Fair" for stiffness of stalks in tables below, it might actually rate "Very Stiff" if compared with open-pollinated.

Estimated Maturity Differences Among Pioneer Hybrids IN DAYS

EARLIEST



LATEST

PIONEER.....	359	358	355	367	373	353	353-A	322	324	341
STRENGTH OF ROOTS.....	VERY STRONG	MEDIUM STRONG	STRONG	STRONG	STRONG	VERY STRONG	VERY STRONG	VERY STRONG	STRONG	VERY STRONG
STIFFNESS OF STALKS.....	VERY STIFF	VERY STIFF	VERY STIFF	STIFF	FAIR	VERY STIFF	VERY STIFF	STIFF	STIFF	VERY STIFF
EAR DROPPING RESISTANCE.....	EXCELL'T	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	EXCELL'T
ADAPTATION TO HAND PICKING.....	GOOD	EXCELL'T	GOOD	GOOD	GOOD	FAIR	GOOD	GOOD	FAIR	GOOD
CLEANNES OF HUSKING WITH MACHINE PICKER.....	CLEAN	CLEAN	CLEAN	CLEAN	VERY CLEAN	FAIR	FAIR	VERY CLEAN	FAIR	CLEAN
SHELLING RESISTANCE WHEN PICKED WITH MACHINE.....	GOOD	GOOD	GOOD	GOOD	GOOD	EXCELL'T	EXCELL'T	FAIR	EXCELL'T	GOOD
LENGTH OF SHANK.....	MEDIUM	MEDIUM	LONG	MEDIUM	MEDIUM	MEDIUM	MEDIUM	SHORT	MEDIUM	MEDIUM
EARS PER STALK.....	ONE	ONE	Sometimes TWO	Sometimes TWO	ONE	ONE	ONE	Sometimes TWO	ONE	ONE
EAR HEIGHT.....	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM HIGH	MEDIUM HIGH	MEDIUM	VERY LOW
LENGTH OF EARS.....	MEDIUM	MEDIUM	LONG	MEDIUM	LONG	MEDIUM	LONG	MEDIUM LONG	LONG	MEDIUM
HARDNESS OF KERNEL STARCH.....	MEDIUM SOFT	MEDIUM SOFT	MEDIUM HARD	HARD	MEDIUM SOFT	MEDIUM SOFT	MEDIUM SOFT	MEDIUM SOFT	MEDIUM HARD	MEDIUM SOFT
LENGTH OF HUSK.....	MEDIUM	MEDIUM	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
SMUT RESISTANCE.....	GOOD	GOOD	FAIR	GOOD	GOOD	GOOD	GOOD	EXCELL'T	GOOD	GOOD
DROUGHT RESISTANCE.....	GOOD	GOOD	GOOD	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	GOOD

PIONEER.....	340	330	331	334	333	307	317	300	336	332
STRENGTH OF ROOTS.....	STRONG	VERY STRONG	STRONG	MEDIUM STRONG	VERY STRONG	STRONG	STRONG	MEDIUM STRONG	STRONG	STRONG
STIFFNESS OF STALKS.....	VERY STIFF	VERY STIFF	STIFF	STIFF	VERY STIFF	STIFF	VERY STIFF	STIFF	STIFF	STIFF
EAR DROPPING RESISTANCE.....	GOOD	GOOD	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	GOOD	GOOD
ADAPTATION TO HAND PICKING.....	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	FAIR	GOOD	GOOD	EXCELL'T	GOOD
CLEANNES OF HUSKING WITH MACHINE PICKER.....	CLEAN	VERY CLEAN	CLEAN	CLEAN	CLEAN	CLEAN	VERY CLEAN	CLEAN	CLEAN	CLEAN
SHELLING RESISTANCE WHEN PICKED WITH MACHINE.....	GOOD	EXCELL'T	GOOD	VERY GOOD	GOOD	FAIR	FAIR	GOOD	EXCELL'T	GOOD
LENGTH OF SHANK.....	MEDIUM	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
EARS PER STALK.....	ONE	ONE	ONE	ONE	ONE	Sometimes TWO	ONE	ONE	ONE	ONE
EAR HEIGHT.....	MEDIUM LOW	LOW	MEDIUM	MEDIUM LOW	MEDIUM	MEDIUM HIGH	MEDIUM	MEDIUM HIGH	MEDIUM	HIGH
LENGTH OF EARS.....	MEDIUM	MEDIUM	MEDIUM LONG	MEDIUM LONG	MEDIUM	MEDIUM LONG	MEDIUM LONG	MEDIUM	LONG	MEDIUM
HARDNESS OF KERNEL STARCH.....	MEDIUM SOFT	SOFT	SOFT	MEDIUM SOFT	MEDIUM	MEDIUM HARD	MEDIUM	MEDIUM SOFT	MEDIUM	MEDIUM SOFT
LENGTH OF HUSK.....	LONG	LONG	LONG	LONG	MEDIUM	MEDIUM	LONG	LONG	LONG	LONG
SMUT RESISTANCE.....	EXCELL'T	EXCELL'T	GOOD	EXCELL'T	EXCELL'T	GOOD	EXCELL'T	EXCELL'T	GOOD	GOOD
DROUGHT RESISTANCE.....	GOOD	GOOD	GOOD	EXCELL'T	GOOD	EXCELL'T	GOOD	EXCELL'T	GOOD	GOOD

PIONEER *Hi-Bred Corn Co.*
DES MOINES, IOWA